



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2023/2024 ACADEMIC YEAR**

**SECOND YEAR FIRST SEMESTER**

**SCHOOL OF NATURAL RESOURCE,  
ENVIRONMENTAL STUDIES & AGRICULTURE**

**DIPLOMA IN TOURISM AND WILDLIFE  
MANAGEMENT**

**COURSE CODE: NDTW 132**

**COURSE TITLE: TOURISM DESTINATION  
MANAGEMENT.**

**DATE: 18/12/2023**

**TIME: 1100-1300 HRS**

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**Instructions:**

*Answer **ALL** questions in section A and any other **THREE** in section B.*

## **SECTION A - (25 MARKS)**

### **QUESTION ONE**

- a) Describe how the following mechanisms benefit tourist destinations.
  - i. Dispersal mechanism **(2mks)**
  - ii. Concentration mechanism **(2mks)**
  - iii. Periodic closure **(2mks)**
- b) Highlight two strategies that a tourist destination can employ to diversify their visitor base and reduce overreliance on specific markets or seasons **(2mks)**
- c) Give **FOUR** ways that a tourist destination can adapt to changing consumer preferences such as growing interest in eco-tourism, wellness tourism and adventure tourism. **(4mks)**
- d) Give three reasons why destination marketing is important **(3mks)**
- e) State any 5 stakeholders in destination management and state one role in each case. **(5mks)**
- f) Explain any FIVE ways that destination managers can use to collaborate with stakeholders including local businesses, governments and residents to create a cohesive and sustainable tourism ecosystem **(5mks)**

## **SECTION B-(45MARKS)**

### **QUESTION TWO**

Using examples, discuss how the following challenges have influenced and informed destination management policies and strategies.

- i. Overtourism **4mks**
- ii. Health concerns **4mks**
- iii. Technological disruption **4mks**
- iv. Climate Change **3mks**

### **QUESTION THREE**

Using a well labelled diagram clearly indicating the **exploration, involvement, development, consolidation, stagnation** and **decline** of the tourist area life cycle, describe the characteristics of each stage. **(15mks)**

#### **QUESTION FOUR**

Critique how advancement in technology such as virtual reality and augmented reality, impact the management and promotion of tourists destinations. **(15mks)**

#### **QUESTION FIVE**

Discuss three roles played by each of the following tourism institutions in Kenya.

- i. Kenya Tourism Board **3mks**
- ii. Kenya Tourist Federation **3mks**
- iii. Kenya Wildlife Service **3mks**
- iv. Kenya Tourism Development Corporation **3mks**
- v. Kenya Association of Tour Operators **3mks**

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